



# THE MAPLE-VAIL BOOK MANUFACTURING GROUP

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ELECTRONIC  
PREPRESS  
Specifications  
and Standards  
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## ELECTRONIC PREPRESS FILE SPECIFICATIONS AND STANDARDS

### File Names

- Use only standard alphabetic characters, numbers, and underscores in file names.
- Periods should appear only before the file extension at the end (.pdf).
- Use underscores instead of spaces.
- Avoid the use of symbols such as /, \, \*, !, [ ], and = in your file names.
- Limit file names to 25 characters or fewer.

### File Naming Conventions

- Name files to assist with content identification. In *CH01\_001\_050.pdf*, for example, “CH01” is the chapter and the “001\_050” would mean pages 1 through 50 are included in the file.
- An abbreviated book title including version ID can be added to the file name as well.
- If sending one file containing all pages of the book, indicate the page range. For example, “001\_256” would mean pages 1 through 256 are included in the file.

### Pagination

- Ensure that files for all pages are submitted. If sending single page PDF files, ensure that the total count of files matches the pagination total.
- Include blank pages in PDF files as placeholders to ensure proper page order and page count.

### Fonts

- All fonts used in a PDF file must be embedded.
- Fonts used from our library create a risk which is assumed by the customer. Therefore, this will require that the customer review proofs.
- When creating PDF files we recommend embedding all fonts with no subsetting.

### Trim Size

- Files should be created to the actual trim size.
- Improperly sized files may require resubmission of files or extra charges.

### PDF Standard

- Maple-Vail recommends PDF as the file format for all job submissions.
- We support and recommend PDF/X-1a standard, which is an accredited PDF standard specifically intended for print.

### Application & PostScript Files

- Application files and PostScript files are accepted but not recommended as file formats.
- If submitting application files make sure to include all supporting images and fonts.
- Supply any utilized plug-in additions such as the add-on Xtensions in Quark.

### Image Resolution

- Raster images should be 300 dpi resolution with a minimum of 200 dpi.
- Line work images should be 1200 dpi resolution with a minimum of 600 dpi.
- Scaling images in a desktop publishing application program alters the resolution, so it is best to limit scaling in this manner.

### Bleeds

- Any page elements intended to print off the page, or bleed, must extend past the trim by a minimum of 1/8”.
- Jobs with bleed images require a larger paper size than non-bleed jobs for the same trim size. Therefore, bleed pages must be identified in advance so that the proper sheet size can be ordered.

(Specifications and standards continue on the next page.)



## FILE SPECIFICATIONS AND STANDARDS, PAGE TWO

### Blank Pages

- Do not put anything on blank pages.
- Make sure that blank pages are included in the submitted files.

**Page Margin** – The minimum distance from trim for any elements that do not bleed is 3/8".

### Gutter Margins

- To eliminate all white space at the gutter on double-page spreads, place the images flush to the inside edges.
- Up to a 1/16" gutter margin may be used on adhesive and fiberbond books bulking over 1-1/4" to permit more of the spread image to be viewed.

### Printer's Marks

- Printer's marks (registration marks, trim marks, page IDs, etc.) must be positioned 18 points or further outside the trim.
- Some application software does not provide the ability to place trim marks outside the trim. In these cases, do not use any printer's marks.

### ISBN

- Ensure that the ISBN typesetting is accurate.
- Maple-Vail can add or change ISBNs upon request.

### Trapping

- Maple-Vail prefers that all two-color files have the traps already set. If supplied files do not already contain traps, be sure to make note of this aspect with your submitted files.
- If Photoshop images are used and the image requires trapping, it should be trapped in Photoshop.
- Files created through copydot scanning of film cannot be trapped. The trap in the film will be carried to the files.

**Country of Origin and Printer Differences** – Be sure to follow trade and import laws if books are not printed in the same country in which they are sold.

### Two-Color Files

- Set up a two-color job as a composite workflow rather than a separated workflow.
- As a general rule, set 100% black to overprint the second color. If two spot colors are used, set the darker color (which is usually the text color) to overprint.
- Make sure that you have only used two colors. In addition, verify that all elements (art) are set up as only two colors.
- When defining spot color, make sure that only one spot color name has been defined throughout your book, and that it is identified exactly the same way each time.
- If an item is intended to knock out rather than overprint, mark each item clearly with that information.
- Prior to sending the files, be sure that you have approved your overprint and dropout set-up of your files. The best way to do this is by pulling a set of separated laser proofs from your desktop publishing application. Go through each page and each element to verify that all are set up properly.
- To view overprint in Acrobat, go to the Advanced menu and turn on overprint preview.
- If a screen (black or color) is on top of the second color screen, make sure to set the background item to knock out with a default trap of .144 points.
- We recommend setting up all two-color jobs as process cyan or magenta plus black. However, if using Pantone colors, do not use also use process-defined colors.
- Maple-Vail recommends the submission of test files for two-color jobs.
- Do not use DCS images since they are already color-separated.

**OPI** – OPI (Open Prepress Interface), a method of substituting high-resolution images with low-res images and then later inserting the high resolution images, is not supported.